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| **Profile Title:** | Communications and Marketing Officer | bmbccolb | | | | | |
| **Reports to:** | Communications and Marketing Business Partner |
| **Employee Supervision:** | None | **Grade:** | 7 | **Profile Ref:** | 91026 | | |
| **Purpose of the Post** | | | | | | | |
| To provide a high quality marketing and communications service to promote council services, utilising marketing techniques to plan, deliver and evaluate campaigns. | | | | | | | |
| **Responsibilities** | | | | | | | |
| * Utilise innovative marketing techniques to plan, execute, manage and evaluate campaigns, achieving key performance indicators and council-wide outcomes. | | | | | | | |
| * Develop and co-ordinate customer feedback and market research data to be utilised to inform marketing strategies and decision making, sourcing and analysing relevant data. | | | | | | | |
| * Co-ordinate the effective use of social media to promote services including maintaining relevant social media accounts. | | | | | | | |
| * Generate communications and marketing activity including media releases/statements, articles, photo and video content, negotiating advertising rates with all advertisers and ensuring cost effective, measurable use of paid advertising space. | | | | | | | |
| * Improve and ensure effective data capture, developing and maintaining databases of customer information, maintaining accurate electronic records of actions taken. | | | | | | | |
| * Provide advice, guidance and information as required. | | | | | | | |
| * Prepare and present reports, documentation, data and other information as required, including designing publicity material in liaison with internal and external agencies. | | | | | | | |
| * Liaise, negotiate and collaborate with internal and external stakeholders including managers, employees, councillors, members of the public and partnership agencies as required, building effective relationships to maximise marketing opportunities. | | | | | | | |
| * Provide support to team as required including placing financial orders and recharges. | | | | | | | |
| * Promote relevant services at all opportunities, developing and maintaining a positive image and reputation, responding to enquiries as appropriate. | | | | | | | |
| * Undertake budget monitoring for campaigns and implement a tracking system to review and evaluate the cost effectiveness of marketing activity. | | | | | | | |
| * Assist in the organisation of and attend events in order to promote relevant services as required. | | | | | | | |
| * Contribute to the development of relevant service policies and procedures as required. | | | | | | | |
| * Keep abreast of local and national developments which have implications for service delivery, to satisfy internal and external demands. | | | | | | | |
| * Undertake any other duties commensurate with the role as requested by management. | | | | | | | |
| **Education and Training** | | | | | | **Measure** | **Rank** |
| * Level 6 qualification in communications, marketing or related subject. | | | | | | A/C | E |
| **Relevant Experience** | | | | | | **Measure** | **Rank** |
| * Experience of working within a multi-disciplinary organisation in communications and/or marketing. | | | | | | A/I | E |
| * Experience of creating and delivering all aspects of a communications and marketing plan | | | | | | A/I | E |
| * Significant experience of using digital, social media, photographic/video tools to communicate with customers | | | | | | A/I | E |
| * Experience of presenting complex information in a format suitable for a range of customers, including the media and service users. | | | | | | A/I | E |
| * Experience of delivering cost effective, quality services, including commissioning services from providers such as graphics, marketing and PR support. | | | | | | A/I | E |
| * Experience of successful partnership working with a range of organisations. | | | | | | A/I | E |
| * Experience of working with and providing professional advice and guidance to managers at all levels of seniority | | | | | | A/I | E |
| * Experience of using traditional media and digital media analytics tools to evaluate communications and marketing activity | | | | | | A/I | E |
| **General and Special Knowledge** | | | | | | **Measure** | **Rank** |
| * Knowledge and understanding of providing communications and marketing support in a public sector or political context. | | | | | | A/I | D |
| * Knowledge and understanding of the role of all forms of digital technology meeting the business needs of the organisation, including social media platforms | | | | | | A/I | E |
| * Working knowledge of communications and marketing techniques and how to apply them to campaigns. | | | | | | A/I | E |
| * Knowledge and understanding of equality and diversity and its relevance to the communications and marketing function | | | | | | A/I | E |
| * Working knowledge of Microsoft applications including use of spreadsheets and databases. | | | | | | A/I/T | E |
| * Knowledge of how to effectively use photo and video equipment and editing software | | | | | | A/I | D |
| **Skills and Abilities** | | | | | | **Measure** | **Rank** |
| * Excellent communication, negotiation and interpersonal skills with the ability to deal with a variety of internal and external stakeholders including confidently liaising with the media. | | | | | | A/I | E |
| * Able to work in a political context and work effectively with all key stakeholders including Elected Members, Senior Managers, partners, other organisations and the community. | | | | | | A/E | E |
| * Ability to produce, deliver and evaluate marketing materials and campaigns, including creating photo and video content. | | | | | | A/I | E |
| * Strong organisation and time management skills with the ability to work under pressure, being self-motivated to meet the needs of the service. | | | | | | A/I | E |
| * Ability to produce and deliver quality documentation and presentations, including reports, media releases and statements, content for website and social media, ensuring they are suitable for particular audiences. | | | | | | A/I | E |
| * Ability to work on own initiative as well as making a contribution as part of a team. | | | | | | A/I | E |
| * Effective customer care skills, including how to understand, deliver and manage customer expectations via a range of channels. | | | | | | A/I | E |
| * Ability to measure performance of communications and marketing activity by using a range of traditional and digital analytics tools to create reports and dashboards | | | | | | A/I | E |
| **Additional Requirements** | | | | | | **Measure** | **Rank** |
| * Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the communications and marketing service and wider council, including working additional hours in evenings and at weekends. | | | | | | A/I | E |
| * Willing to be part of the communications and marketing media rota dealing with and responding to media/social media enquiries for the council. | | | | | | A/I | E |
| * Willing to undertake training and continuous professional development in connection with the post. | | | | | | A/I | E |
| * Work in accordance with the council's values and behaviours. | | | | | | I | E |
| * Able to undertake any travel in connection with the post. | | | | | | A/I | E |